

Video Requesting!

Anthony Modestine [anthony.modestine@ring.com]

Sent: Tuesday, April 16, 2019 10:50 AM

To: William Phayre

Hi Dt Phayer

Seems like you wasted no time sending out your Video Request out to Ring Users which is awesome!! Again this will be a new email this ring users receive so I definitely recommend pairing this with a LE Post through the Neighbors Feed side.

The LE Post will:

1) Put context behind the email going out to Ring Users, reassuring them that you do have an ongoing investigation and you need their help. (Ring Users will only see this email IF they captured video between your selected time span)

2) The LE Post will go out to Ring users and Neighbor by Ring users (NBR). NBR users most likely are using third-party camera that could have captured video pertaining to this incident so you are grabbing their attention on this and asking to share their video with you directly via email.

Example Post:

Title: Maywood PD Needs Your Help!

Address: Enter in the exact location of where the crime took place (Exact address will never be shown to the public)

Description: Hi Community, this is Detective Modestine of the Maywood PD, we have an ongoing investigation and we need the public's help! Last night around 2pm we had a home burglary that took place on Pine Street. We are asking anyone that has captured video between 1-3am on their home security cameras if they could please email their videos to Anthony@ring.com or please call 555-555-5555 if you have any tips. We need your help to make our communities safer.

Media: Attach pictures/videos of the suspects or department logo if you are not attaching any media.

Try sending out a post today to inform more of your community!

Let me know if you have any questions. 610.220.5432

Anthony Modestine

Partner Success Associate

Anthony@ring.com

1200 Atwater Dr Ste 225

Malvern, Pa 19355

www.ring.com

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Join the new neighborhood watch.